Useful Gifts

It is wise to give gifts of everyday usefulness. Shows good judgment and pleases the recipient. Our sundry line is full of such gifts and we shall make special price inducements to holiday buyers.

EBONY BRUSHES OF ALL KINDS, EBONY BUTTON HOOKS AND NAIL FILES, BRUSH AND COMB CASES, SHAVING SETS, SHAVING MUGS, PERFUMES, ETC.

New stock of these goods, and we can make it worth while to come here for them.

A. HIGINBOTHAM,
DRUGGIST, - LINDSAY.

THE XMAS JEWELLERY STORE

Wrist Watches

AS A GIFT FOR A LADY, A WRIST WATCH HAS PROVED MOST SATISFACTORY AND ACCEPTABLE

AND NOT HIGH-PRICED, EITHER

THEY COST FROM $7.00 TO $9.00 FOR THE BETTER QUALITIES, AND OTHERS AT $4.00, $5.00 AND $6.25.

INSPECTION INVITED.

George Beall
THE CHRISTMAS
Jewellery Store

THE LINDSAY FREE PRESS
WEEKLY EDITION.

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J. V. McNAULTY, President.
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The Free Press

THURSDAY, DECEMBER 10th, '08.

A SUGGESTION AND SOME REASONS.

Elsewhere in this issue is published a list of advertisers who are making their first bid for local trade through the columns of The Free Press. A similar list has been published each day for the past few weeks. These lists are worthy of special notice, because of the sugestions that they open up. A consultation of the columns of The Free Press will prove that this paper has practically all the live business men in town using its publicity columns, and for this state of affairs some strong reasons can be given.

In the first place, it will be assumed by all who have either business judgment or common commercial sense that advertisers, shrewd business men, would not patronize these columns unless they found that through this medium they reach a large and profitable class of trade.

In the second place, merchants desire to support a newspaper that not only gives good service, but also treats them fairly and attempts no combine tactics or hold-up rates. The Free Press is out for business, but it is out for that business on an honest basis, and has constantly refused to hold up in any way the advertisers who are its good friends.

In the third place, up-to-date advertisers insist on properly displayed advertisements. An advertisement that is poorly set and badly printed is in all its phases a poor advertisement no matter how much ability has been shown in its writing. In this connection, The Free Press takes a strong front place. The typographical appearance of this paper has been time and again referred to by outside and unprejudiced critics as a credit, not only to the publishers, but also to the town of Lindsay that so strongly supports this journal. The composition of the advertisements, like the make-up and structure of the paper throughout, is in the hands of experts whose hearty enthusiasm in their business for a long period of honest servise has resulted, as all such intelligent and enthusiastic service results, in joy in their labor and art and beauty in their output.

The advertisements in The Free Press are all set by men who know the business. They are properly displayed and frequently changed by experts in their line. It is this superior service of superior workmen throughout that has made The Free Press attain such singular popularity with advertisers and readers alike. **No** apprentices, **No** novices, are allowed to hold responsibilities on The Free Press staff, to learn the business **at the expense** of the advertisers and business men who patronize this paper.

The success of The Free Press in attaining a large circulation in a short time, and securing so handsome an advertising patronage, is due to the superior service in news and mechanical lines. It is specially gratifying to know that this acknowledged superior service is so much appreciated.

The Free Press is now in such an enviable position that no strength of imagination, or smallness of mind, could, with justice, refer to it again as "Lindsays Third Paper." The Free Press is undeniably "Lindsay's First Daily" now.

A WORD TO THE WARDER.

The attention of the editor of The Free Press was called to an article appearing in the editorial columns of The Warder of December the 7th. The Free Press finds no fault with this editorial as a piece of literary workmanship. The language is choice, the diction pleasing, the expression elegant and the subject quite timely. The writer has genuine pleasure in saying these words about the editoria l in Monday's Warder, because in doing so he is only speaking well of his own handiwork.

The editorial referred to,—"Start the Christmas Spirit Now,"—was written by the editor of The Free Press on the morning of November 24th, and appeared in The Free Press on the evening of the same day. Whatever the merits, or demerits, of the article, it was at least original, and has been widely copied.

No fault is found with The Warder for reproducing this article, but much objection must be raised to the fact that our contemporary copied it without crediting it to its source. It is only fair to ask that common newspaper ethics be observed, and that due credit be given when articles are taken from other papers. To pass off the literary handiwork of another man as the output of one's own time, labor and ability, is just as contemptible a form of theft as any other kind of petty stealing. In addition, the public are entitled to know the source from which published articles emanate, and while the editor of The Free Press is quite willing to entertain and instruct to the very utmost of his ability the readers of The Warder, (among whom he has a large proportion of good friends), still it seems only decent that The Free Press, which is now paying his salary, should receive the credit for any of the ability or literary value that contemporaries may see in these columns.

THE MERCHANTS HAVE THEIR REMEDY.

For some weeks past The Port Hope Times has been conducting an energetic campaign to induce the people of Port Hope to cease patronizing Toronto and other outside points to the disadvantage of the local merchants. While The Times is to be commended for its patriotic stand in this matter, it is very doubtful indeed if its campaigning will result in much of good unless the merchants of the town (and not the people) awake to their opportunities. The fact of the case seems to be that the campaign is being directed towards the wrong end, and the people in general are being lectured and preached at for something in which they are in reality little at fault.

No paper and no individual citizen can too strongly impress the necessity for loyalty to the local town, but such loyalty must naturally have limits. If the Port Hope people weare thoroughly convinced that their local merchants sold goods of a better grade and at lower prices than can be obtained in Toronto, then there would be little necessity for loyalty campaigns. Port Hope merchants can easily compete with Toronto firms, if they will. They must, however, do something more than buy good grades of stock and sell at reasonable prices. Port Hope merchants must follow the lead of Lindsay merchants. They must be up to date. They must let the people know what they have. They must give the public the wherefore and the why. They must advertise.

As the columns of The Free Press plainly show, the merchants of Lindsay are good advertisers. They know their business. The result is that, though there are a few shortsighted people here who do patronize Toronto, in the way of goods, the evil is nevertheless smaller in Lindsay than in any town of its size in Ontario. The reason is simply that Lindsay merchants deliver the goods, and let the people know.

The lesson to Port Hope is plain enough, surely.

ANOTHER PROFITABLE MUNICIPAL PLANT.

If dollars and cents appeal to the citizens of Lindsay, then the suggestion of The Free Press will not be allowed to drop and steps will be taken to make the electric light plant a municipal ownership venture as soon as the present franchise to the L.H. & P. Co. expires.

The case of Orillia has already been quoted in these columns. Orillia has made a municipal electric light plant pay good dividends to the people, as well as reducing the bill for light to the users. Brockville has had a similarly happy experience, and now comes forward the even more striking case of Escanaba, Mich. This case is brought to the front by the West Durham Review—a newspaper recently established in Bowmanville. The Review is campaigning for a municipal light service for Bowmanville and it brings forward the Michigan town as a means of indicating hope of better service and cheaper rates through municipal ownership.

Escanaba, Mich., says The Review, owns its own lighting plant, and furnishes light to the general public. It has only had possession for a year, but the first report shows a profit of $18,000, with rates considerably lower than those of the corporation the city bought out. This profit is in addition to a sinking fund of $10,000 for depreciation.

Lindsay can not afford to lag behind outlandish towns like Escanaba.

WANTED ON THE TRENT CANAL.

It is only reasonable to expect that the Government of Canada should set an example in its various departments to all lesser concerns, particularly in the treatment of employees. The Government of Canada should be the biggest and best corporation in the country, and this corporation of all the people of all Canada should show a strong and striking example of fair-minded liberality and never-failing interest in the welfare, convenience and safety of its servants—such an example as might safely serve as a guide to lesser corporations that represent only portions of the people.

Unfortunately, however, the departments of the Government of Canada do not always set the desired example, and a striking case in point is the shameful lack of equipment given the light tender on this section of the Trent Canal. If this official were drawing a big salary for an easy, but prominent, public position, there would be hundreds of newspapers to take up his cause and urge for decent treatment. The Free Press, however, believes that it is not the big men on Government jobs who need the assistance of publicity, but rather such men as do their work honestly and intelligently, but who do not receive the consideration and attention they deserve.

Mr. S. McGill, who tends the lamps on this section of the canal, works hard and has given good public satisfaction. During the past season, from May 15th to November 17th, he had 11 lamps to look after on the canal. These had to be filled, cleaned, trim med and lighted each day. To do this work a distance of 12 miles would have to be traversed each day on the water. The only equipment at hand for the purpose of travelling in the despatch of this duty was a small rowboat. In fair weather such a means of transportation for such a purpose is painfully slow, unnecessarily laborious and generally unsuitable. In stormy weather a small rowboat is a most dangerous means of travel on the Scugog river, and sometimes a voyage in such a craft would be made only with direct personal danger, especially towards the entrance of the lake. Yet the more inclement and the more dangerous the weather may be, the more imperative is the need of attending to the duty of lighting the lamps.

Surely the Government of Canada is big enough and rich enough to see that its employees are equipped to do their duty without unnecessary inconvenience. unnecessary loss of time, and unnecessary danger to their persons. It is not suggested that a pleasure craft be put on for the work, or that a second Montcalm icebreaker be equipped. It does appear, however, that when so much travel is absolutely necessary, a small gasoline launch, or other suitable craft, should be placed in service to facilitate a very necessary work, and to prevent a useful employee from running unnecessary risk.

EXTRAORDINARY PRICE REDUCTIONS

Another Week of Our Great Extension Sale.

To effect an immediate clearance of our Fur Department, extraordinary price reductions have been made. When you buy furs for yourself or as Christmas gifts, let us prove how much better it is to select a garment made of mid-winter pelts. They are the thickest, richest, glossiest and longest wearing furs.

Attractive List of Dress Goods

Black Peau de Soie Dress Silk, heavy, will not cut, regular $1.15, sale ... 75c

15 pieces black and colored soft Taffeta Silk, reg. 60c, sale ... 44c

Black Merve Silk, will not cut, reg. 95c, building sale ... 68c

200 yards Priestley's Venetian shrunk and unspottable finish, in black, navy and cardinal only, reg. $1, at ... 75c

10 pieces Tweed, 42 inches wide, all good shades, regular 40c to 50c, sale ... 23c

Cheviot, Wales, Serge, Venetian and new stripe effects, all pure wool, regular 60c, building sale .. 46c

15 pieces 54 inch Tweed, in good range of colorings, a splendid cloth for Skirts and Children's Coats, reg. 55c., sale ... 35c

Blankets

10-4 Flannelette Sheets, regular $1.10 pair, sale 85c, 11-4, sale $1.15, 12-4, sale ... 1.35

White Wool Blankets, $3.50, sale, $2.65; $4.50, sale $3.75; $5.50, sale ... 4.45

White Bedspreads

$1.00 lines for ... 75c
$1.25 lines for ... 88c
$1.50 lines for ... $1.19
$2.00 lines for ... $1.60

Big drive in Wrapperettes, 36 inch, reg 15c, sale 9½c; reg. 10c, sale ..7c

Art Muslins

8c lines for ... 5c
15c lines for ... 10c

Golf Coats

$2.25 lines for ... $1.75

Men's Clothing

18 Men's and Boys' Odd Overcoats, from $3.75 to $4.00, sale ... $2.00

Men's $5.50 and $6.00 Tweed Overcoats, new styles, for ... $4.00

Men's Tweed Overcoats, $8.00 and $8.50, sale ... $6.75

12 Fine Beaver Overcoats, regular $15.00, sale ... $10.00

Dolls, Games and Toys.

25 per cent. below Regular Prices

We will have more to say about these goods next week.

Sale of High-grade Furs

Brown Coney set, stole and muff, regular $6.50, building sale ... **5.20**

Mink Marmot set, regular $11.00, building sale ... **8.80**

Grey and white squirrel lock throw tie and Empire muff, reg. $10.50, building sale ... **8.40**

Misses' imitation ermine throw tie and muff, reg. $5.00, building sale ... **4.00**

Mink Marmot throw ties, reg. $6.00, sale $4.80; reg. $8.00, sale $6.40; reg. $9.00, building sale **7.20**

Child's white Thibet set, muff and stole, reg. $4.25, sale $3.40 regular $5.50. sale $4.40; reg. $7.50 building sale ... **6.00**

Ladies' German mink set, scarf and muff, trimmed with head, tails and claws, reg. value $26, building sale price ... **21.80**

German mink tippet set and muff, tab and tail, trimmed, regular $29.00, building sale the set **23.30**

Western sable empire muff, regular value $8.00, building sale price ... **6.40**

Natural Alaska sable muff, large empire style, regular $12.00, building sale $9.60; reg. $14.50, sale ... **12.10**

Extra large full-furred western sable empire muff, reg. $9.25, building sale ... **7.40**

Large black thibet stole with empire muff to match, reg. $23.50, sale ... **18.80**

White thibet throw tie and muff, reg. $13.50, bl'dg sale **10.80**

Alaska sabe stole, 60 inches long, trimmed with ten tails, reg. $12.00, building sale ... **9.60**

Alaska sable stole, 72 inch, reg. $17.50, sale ... **14.00**

Children's grey lamb cap, rich curl, reg. 3.75, building sale ... **3.00**

Men's Nutria beaver caps, sale ... **3.10**

Men's astrachan and seal driver caps, reg. $5.00, sale $4.00; reg. $6.00, sale ... **4.80**

Great Values in Carpets and Oilcloths

20 Per Cent. off all Carpets and Oilcloths

Carpets

One piece crimson and green all wool carpeting, reg. 90c., for ... **69c**

One piece all wool green with crimson flowers, reg. 92c., sale ... **70c**

One piece wool, olive shades, reg. 92c., sale ... 35c. Union Carpeting ... **70c**

20 per cent. off Brussel tapestry and union carpeting not listed.

Grey and Fancy Flannels

Grey flannel 26 inches wide, reg. 22c., sale 18c.; reg. 29c., sale ... **24c**

Military flanneling, just the thing for men's shirts, reg. 35c., sale 29c., reg. 45c., sale ... **38c**

Heavy twill factory flannel, reg. 35c., sale 27c.; reg. 43c., sale ... **35c**

Factory flannel in red and black check ,reg. 33c., sale .. **27c**

Fur and Fur-lined Coats

6 only Ladies' Fur-lined Coats, in green, black and brown shell, extra fine broadcloth, neatly strapped with natura lAlaska sable collar and muskrat lining, reg. $65.00, sale price while they last ... **49.50**

Ladies' Astrachan Jacket, with blouse front, western sable collar and reveres. Regular $60.00, sale ... **48.00**

Men's Rat-lined Coats, otter collar, beaver cloth shell, reg. $75.00 sale ... **60.00**

Men's Natural Canadian Coon Coats, heavily furred, nice dark shades nine only. Regular $60 for $48; $70 for $56; and reg. $80, building sale price ... **64.00**

Men's black and brown detachable Fur Collar ,reg. $400, sale .. **3.20**

Men's Black Lamb Collars, reg. $6,25 for ... **5.00**

Men's Dogskin Gauntlets, reg. $5.00, sale ... **4.00**

Men's Neutral Beaver Gauntlets, $6 for ... **4.80**

Men's Cardigans

$1.00 lines for ... 70c
$1.35 lines for ... $1.00
$1.0 lines for ... $1.10
$2.00 lines for ... $1.50
5-4 Table Oils, reg 25c, sale ... 21c

Lace Curtains

60c lines for ... 44c
$1.25 lines for ... 88c
$1.75 lines for ... $1.25
$1.50 lines for ... $1.10
$3.00 lines for ... $2.00

Ladies' Kid Gloves

Colored Kid Gloves, reg. 50c, sale ... 43c
Black and Colors, reg. 60c, sale ... 60c
$1.05 lines for ... 89c
$1.25 lines for ... 99c
$1.35 lines for ... $1.10
$2.00 lines for ... $1.65
$2.50 lines for ... $1.90

Startling Sale of Dress Goods

Striped Tweeds for costumes, 48 in., reg. 60c., sale 40c. 20 per cent. off all silk.

$1.00 Venetian Dress Goods for 75c
$1.25 Black Voiles, 85c; $1 for ... 75c
25c. Cashmere Sox, merino toes, 2 for ... 35c
8c Art Muslins for ... 5c
10c Prints, 8c; 13½c for ... 11½c
Zephyrs and Berlin Wools ... 7c
$1.00 Overalls for ... 70c
$1.70 Flannelette Sheets for ... $1.25

20 per cent. discount off all Wool Blankets and Bed Coverings.

Miscellaneous

Teneriffe Mats for 2½c, 3½c, 5c, 8c, 10c and ... 13c

Ladies' Handkerchiefs for Christmas gifts. Lovely lawn handkerchiefs with neat hem, for 4c, 5c, 7c and 10c

Manufacturers' samples of ladies, men's and children's handkerchiefs at ⅓ of regular price.

Manufacturers' sample of table napkins.

Special Sale of Ladies' Cloth Coats

$12 Ladies' Coats for $9.60 in black, brown, green and navy.

Be Sensible and come to this Great Sale and see the biggest Bargains we have ever offered at this season of the year.

E. E. W. McGAFFEY

THE ELECTRIC LIGHT SITUATION.

The letter published elsewhere in this issue from the Secretary of the local Board of Trade touches in no uncertain fashion on the disadvantages caused to Lindsay by the light and power rates under which the town now suffers, and the word "suffers," is used quite advisedly in this connection.

In view of the real facts of the case, the language of the secretary's letter appears quite mild. Compared to the rates charged in many other towns, no better situated than Lindsay, the charges here for power and light are such as to induce in the ordinary mind a tendency towards strange and uncouth words.

There is every reason to believe that Lindsay has lost several good industries by the high light and power tariff, that obtains here. That these same high rates have done much to drive out industries that were located here is a matter of recent knowledge.

The high rates for light and power are admitted on all hands. The question does not stand contradiction; the facts speak eloquently for them selves. The L. H. & P. Co. have not even considered it worth their while to make explanation or excuses.

It is no use wasting time in condemnation of the L. H. & P. Co. That company has perhaps done much less than other combinations of less good-natured men might have done with as good opportunity. There is a large and pleasing amount of money to be made in the light and power business; that much is evident enough. The whole force of the discussion should be centred on the possibility and practicability of the Town of Lindsay taking over the plant and making for all the people whatever money may be in this business. By the municipality taking over the electric light and power business, the citizens might enjoy much lower rates and still find a surplus, as well as doing away entirely with the drawback to the growth of the town which high power rates and large light charges undoubtedly entail.

LINDSAY AND THE TRENT CANAL

The letter in another column of this issue from a subscriber hits close to facts that should be considered by the citizens of Lindsay and Victoria County in general.

There is no use in mincing matters in this connection. The bald fact is but too plain, that in the matter of the Trent Valley Canal and its works the town of Lindsay has been unjustly treated in many ways. There may be many reasons for this, but certainly no valid excuses can be given for such treatment.

This section of the Trent Canal has been for several seasons dangerous on account of the sunken logs allowed to accumulate in the river bed. The need of dredging at various points is all too apparent. The absolute necessity for various repairs and improvements have been most evident. Yet practically nothing has been done to give the citizens of this county fair treatment in this matter, as taxpayers and Canadian subjects.

The Free Press has no quarrel with the Superintendent of the Canal nor with his home town of Peterboro, but The Free Press will most assuredly fight against a lavishing of loving kindness on the Quaker City, when the interests of the Town of Lindsay and the County of Victoria are being shamefully neglected.

DEATH OF OAKWOOD LADY.

Mrs. John McPherson, of near Oakwood, who was brought Monday to the hospital here to undergo an operation, died at the Ross hospital on Tuesday. Two little girls, 5 and 7 years old, respectively, and a husband, are left to mourn this severe loss.

Your Xmas Cake and Pudding ...

will not be just right unless you buy baking necessities at our store.

Our new Raisins and Currants are now at hand, also Peels, Figs, etc. and the prices are within the reach of everyone.

OPEN UNTIL 9 P. M. EVERY EVENING FROM NOW TILL XMAS. SO DO NOT FORGET THE PLACE.

A. C. Babcock & SONS,
G.T.R. Grocery and China Hall, South of Maunder's Hotel, William-st.

EMILY FARMER HURT.

Mr. John Fitzpatrick, of Downeyville, had the misfortune to fall down the stairway of his barn on Saturday, sustaining some severe bruises.